

# Live Web Training Course Offerings Fall 2010



## Finding the Right Courses for You

Your needs for training are constantly changing and evolving.

What you need to learn and understand when you begin working at a radio station or with Arbitron products is very different from when you're a pro but need specialized insights.

To help you identify the training that can help meet different needs, we've indicated the courses that will help you when you're:

- Learning for the first time.
- Applying, learning more or remembering.
- ◆ Adapting to change or fixing things that go wrong.

## Contents

Basic Radio Sales .....	2
Selling Directly to Local Advertisers .....	4
Using Maximi\$er Software .....	4
Programming Basics .....	6
Using PPM Data .....	7
Using Scarborough Research .....	8
Using TAPSCAN Software .....	10
Using TAPSCAN Web Software .....	11
PD Advantage Web for Program Directors in PPM Markets .....	12
Using TAPSCAN Sales Management Software .....	12
Selling Multicultural Radio.....	13

*Arbitron's Live Web Courses offer the interaction and flexibility of on-site training with the convenience of the Web. During our Live Web courses, you'll see demonstrations in real time and you'll be able to ask questions and interact with our professional trainers.*

*You can register for any of these courses online at [www.arbitrontraining.com](http://www.arbitrontraining.com).*

## Basic Radio Sales

The following courses have been designed specifically for new hires with less than six months of experience in radio sales.

### Arb 101 ●

#### **Introduction to Arbitron**

An overview of the different services Arbitron offers and the software that you'll use. You'll also receive direction on other training courses you should take.

### Arb 102 ● ■

#### **Scheduling Concepts for Local/Direct Clients**

Learn the concepts of effective, efficient and successful radio schedules for local advertisers. You'll be able to describe key elements of an effective advertising campaign, analyze a basic schedule and calculate what a radio advertising schedule delivers to local advertisers.

Recommended prerequisite course to TapWeb 102, Tap 102 or Max 102.

Arb 103 ●

## **Scheduling Concepts for Agency Sellers**

Learn the terms, estimates and concepts of scheduling for advertising agencies.

Arb 200 ●■

## **Understanding Agencies**

Gain an understanding of how an advertising agency operates, what an agency buyer goes through and tips for improving your relationship with your agency clients.

Arb 201 ●■

## **Overcoming Objections to Buying Radio**

Learn how successful radio sellers overcome the top objections to advertising on radio, such as: *"I tried radio once, it didn't work."* *"Radio's too expensive."* *"It's too fragmented."* *"I can't measure results."*

Arb 202 ●■

## **Understanding Newspapers**

An in-depth look at a typical newspaper advertiser and the pro and cons of a newspaper-only campaign. Learn newspaper ad lingo and where to find valuable readership information for your market.

Diary 101 ●

## **Introduction to Arbitron's Diary Service**

An overview of the Arbitron Diary service and Arbitron terminology and methodology. This course also provides guidance for how to get up to speed on the Diary service.



## Selling Directly to Local Advertisers

LD 101 ● ■

### **Qualitative Information for Local/Direct Clients**

Qualitative data can be very powerful with local clients. Learn how to incorporate qualitative data into prospecting, preparing needs analyses, educating the customer, positioning your station, writing copy, developing promotions and competing against other media.

LD 102 ● ■

### **Quantitative Information for Local/Direct Clients**

Learn basic quantitative research terms and how they can help you tell your station's story.

LD 103 ■

### **Perfecting Your Presentations for Local/Direct Clients**

The do's and don'ts of selling with numbers, including presentation tips and pointers for talking about research with customers who have little experience using such information.

LD 104 ■

### **Basic Marketing Concepts for Local/Direct Clients**

Do you know how to get results for your local direct customer and earn repeat business? Learn the three key factors of a successful campaign and how to improve marketing impact for every advertiser.

## Using Maximi\$er® Software

Max 100 ●

### **Introduction to Maximi\$er**

In this overview, you'll learn about the different reports in Maximi\$er and how you can use them to help you sell.

Max 101 ● ■

### **Maximi\$er Composition Reports**

Get out of the "ranker mentality!" There are better ways to sell your station. Discover what Maximi\$er Composition Reports can tell you about your audience and the radio market.



Max 102 ● ■

### **Building a Schedule in MaximiSer**

Learn the basics of setting up effective radio schedules for local clients in MaximiSer. This course takes the concepts learned in Arb 102 and puts them to use in Schedule Builder. (Recorded session also available.)

Qual 101 ●

### **Max Instant Qualitative Profile**

This session covers basic qualitative terminology, provides an overview of the Arbitron Qualitative Diary service for markets 100+ and describes how to use Instant Qualitative Profiles (IQPs) in MaximiSer.

Qualitative basics for sellers with less than one year of radio sales experience.

Qual 102 ● ■

### **Max Crosstab Report**

Qualitative is all about two questions: Who? and What? Learn how to ask these two questions using IQPs and Crosstab Reports in MaximiSer software to discover characteristics about your local market, local consumers and your audience.

Qual 103 ● ■

### **Max Prospecting Local Direct Business with Qualitative Data**

Learn to use basic socioeconomic data about your audience to brainstorm business categories that might appeal to your listeners. Determine which retailers and/or categories your audience is likely to shop at and/or purchase. Learn to create sales pieces that help warm up a cold call.

Scarb 101 Max ● ■

### **IQP Report**

The Instant Qualitative Profile in MaximiSer can be one of the easiest, yet most powerful reports you can run. This course will cover how to run an Instant Qualitative Profile and how to use this report in the sales process.

Scarb 102 Max ● ■

### **Crosstab Report**

The Crosstab Report in MaximiSer allows you to dig deeper for information on the market, your client or your station. You'll learn how to run the Crosstab Report and how to use it to position your station with customers.



## Programming Basics

Prog 101 ●

### **Turning Arbigarble Into English**

This course discusses the basic terminology and fundamentals of radio programming, including: How does a station build Cume? What is TSL? What are P1 and Ultra Core Listeners?

Prog 102 ●

### **Programming Boot Camp**

The basics kicked up a notch, answering such questions as: How do you identify Listening Location for your Cume and TSL? Do P2s and P3s matter? Is one month of my quarterly survey more important than another?

## Using PPM™ Data

All of the following courses are specifically designed for radio broadcasters.

PPM 101 ●◆

### **System Overview**

Review the PPM methodology and learn how data from the PPM service differ from data from the Diary service. This course also explores the change in ratings and discusses the impact of the data on the market, while looking at how to use PPM data to benefit the sales and programming departments.

PPM 102 ●◆

### **PPM Analysis Tool<sup>SM</sup> Software**

An introduction to the unique reports and details of the Arbitron PPM software, geared to radio account managers and research directors.

PPM 103 ●■◆

### **Selling Radio in a PPM World**

This course provides insights on how PPM data will impact the radio selling and buying process. With new methodology, there may be shifts in listening for radio station formats. Additionally, there will be a discussion focusing on CPP and scheduling.

PPM 105 ●◆

### **PPM Agency Insight**

Be prepared for conversations with agencies as your market converts to PPM data! In this class, you'll learn what Arbitron is doing to educate agencies about PPM and what you can do to prepare for conversations with your agency clients during and after the two pre-currency data months in your market.

PPM Non-Comm ●◆

### **PPM for Non-Commercial Stations**

Attendees from non-commercial stations will be introduced to PPM terminology and methodology. They will learn about the change in ratings and the impact of the data on the market and the effects on non-commercial radio stations.

PPM 201 ●◆

### **PPM for Radio Programmers**

An introduction to the PPM terminology and methodology for programmers and marketing. The differences between Diary and PPM programming will also be discussed.

PPM 202 ●■◆

### **PPM Analysis Tool Training for Programmers**

This session will introduce the PPM terminology and methodology for programmers and marketing and provide software training on Trends, Audience Flow, Source & Destination and Duplication Reports.



# Using Scarborough Research

For Scarborough customers only.

Scarb 100 ●

## **Introduction to Scarborough**

This session covers basic qualitative terminology, Scarborough methodology and the two most important questions to ask when pulling qualitative information.

Qualitative basics for sellers with less than one year of radio sales experience.

Scarb 101 QT ● ■

## **IQP Report**

The Instant Qualitative Profile in QUALITAP<sup>SM</sup> can be one of the easiest yet most powerful reports you can run. This course will cover how to run an IQP and how to use this report in the sales process.

Scarb 102 QT ● ■

## **Profile Report**

The Profile Report in QUALITAP allows you to dig deeper for information on the market, your client or your station. You'll learn how to run the Profile Report and use it to help position your station with customers.

Scarb 103 ● ■

## **Prospecting With Scarborough**

Learn to use basic socioeconomic data about your audience to brainstorm business categories that might appeal to your listeners. Determine which retailers and/or categories your audience is likely to shop at and/or purchase. Learn to create sales pieces that help warm up a cold call.

Scarb 104 ● ■

## **Focus on the Client**

Gain insight into business categories in your market, discover marketing opportunities for specific retailers and learn to use qualitative information to help you prepare the right questions for a customer call.

Scarb 105 ● ■

## **5 Quick and Easy Scarborough Reports**

Learn 5 simple qualitative reports that are simple to run and use!

Scarb 107 QT ●■

#### **4 Ways to Use the IQP**

Learn how—with just a few quick and easy reports in QUALITAP—you can provide customers with valuable marketing information that sets you apart from your competitors.

Scarb 150 ●■

#### **Scarborough In PPM Markets?**

With ratings compression in the PPM world, Scarborough becomes even more important in telling your station's story. Learn how Scarborough is affected in a PPM world, when you can use these data and which updates have been made to the Scarborough booklet.

Scarb 200 QT ●■

#### **Mean and Median?**

By looking at the mean and median (averages and middle) of your station in QUALITAP, you can provide key pieces of information to your clients on how much your listeners spend on their products.

Scarb 301 ●■

#### **Multimedia Measures in Scarborough**

Learn and explore Scarborough's in-depth categories to help your customers make the right decisions as they place their advertising media buys on multiple media outlets, including Radio, TV, Newspaper, Internet, Out-of-Home and Direct Mail.

Scarb 305 ●■

#### **Speak in Dollars and Cents**

Your listeners are more than just numbers on a page. They are real consumers who spend money! Learn how to present your audience in terms any advertiser will understand.

### **Scarborough Workshop Series**

Learn how the details of Scarborough information can help you build ad sales in the following categories. To request a Scarborough Workshop, visit [www.arbitrontraining.com](http://www.arbitrontraining.com).

- Scarb 401 Scarborough Automotive Workshop
- Scarb 402 Juice Up Your Beverage Business
- Scarb 403 Make the Connection with Cellular/Wireless Information
- Scarb 404 Moving On Up with Real Estate Business
- Scarb 405 Scarborough Furniture Workshop
- Scarb 406 Financial
- Scarb 407 Entertainment
- Scarb 408 Healthcare
- Scarb 409 Radio Recruitment—Targeting Potential Employees
- Scarb 410 Political
- Scarb 411 Sports



## Using TAPSCAN™ Software

Tap 100 ●

### **Introduction to TAPSCAN**

An overview and introduction to the different reports in TAPSCAN and how they can help you sell. Recommended for new hires or sellers new to using TAPSCAN.

Tap 101 ●■

### **Composition Reports**

Get out of the “ranker mentality!” There’s a better way to sell your station and show the potential of your audience. Discover what TAPSCAN Composition Reports can tell you about your audience and the radio market.

Tap 102 ●■

### **Building a Schedule in TAPSCAN**

Learn how to build effective radio schedules for local/direct customers. This course builds on the concepts learned in Arb 102 and puts them to use in TAPSCAN.

Tap 110 RSP ●■

### **Spending Potential of Your Audience**

Talk about your audience in terms any advertiser understands—potential revenue. Learn to use RETAIL SPENDING POWER<sup>SM</sup>, only available in TAPSCAN, to determine spending levels for dozens of categories in your market by demo, by station or within specific time periods.

Tap 203 ●■

### **TAPSCAN REACHMASTER™ for Agency Sellers**

Take your knowledge of REACHMASTER to the next level and learn techniques to help position your station with agencies.

Tap 301 ●■

### **Are You the Right Fit for This Buy?**

Use TAPSCAN to provide additional reasons why your station should be on a buy. Learn to use duplication analysis to show the potential waste and/or missed audience in a particular buy or use Spectrum Analysis to show how a buy really covers the client’s target demo.



## Using TAPSCAN Web Software

TapWeb 100 ●■◆

### **TAPSCAN Web Overview**

Learn the fundamentals of running reports in the TAPSCAN Web. The course will cover rankers, editing parameters and ways to make the report client friendly.

TapWeb 101 ●■◆

### **TAPSCAN Web Composition Reports**

Learn how to use the Composition Reports in TAPSCAN Web to show your market, station or cluster in a whole new light and how to present this information to your client.

TapWeb 102 ●■◆

### **TAPSCAN Web Scheduler**

This course covers the basic scheduling terms and how to create a schedule in TAPSCAN Web.

TapWeb 105 ●■◆

### **TAPSCAN Web Qualitative Reports**

TapWeb 200 ●■◆

### **TAPSCAN Web Beyond the Ranker**

This course will show you how to use the research reports in TAPSCAN Web to analyze your station beyond the basic ranker and understand the strengths of your station, your core demo and which stations are your true competitors.

TapWeb 202 ●■◆

### **TAPSCAN Web Advanced Scheduler**

This course goes beyond the basics to show you how to clone stations, break apart flights, analyze different combinations of stations and flights and much more. It is ideal for sellers who work with agencies. Tap Web 102 is a prerequisite.



TapWeb 203 ●■◆

### **TAPSCAN Web Tools for Getting on the Buy**

Learn how to customize basic rankers, analyze audience sharing and Composition Reports and consider CPP information in determining how to position your station on the buy. Recommended prerequisites: TapWeb 102 and TapWeb.

## **PD Advantage® Web for Program Directors in PPM Markets**

PLEASE Confirm that your station is using PD Advantage Web before registering for this course.

PDA Web 101 ●■◆

### **PD Advantage Web Overview**

Learn how the Web version of PD Advantage works with PPM data. In addition to the popular Vital Signs Report, you'll see the new reports that help you analyze the shifts in your audience.

## **Using TAPSCAN Sales Management Software**

Learn how TAPSCAN Sales Management software (formerly known as IRS) can help maintain customer information, schedules, pending sales and forecasts.

TSM 100 ●■

### **TAPSCAN Sales**

TSM 101 ●■

### **Research Reports Overview**

TSM 102 ●■

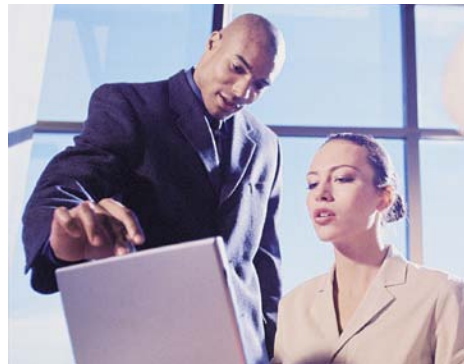
### **Scheduling Basics**

TSM 110 ●■

### **New Features in TAPSCAN Sales Management**

TSM 202 ●■

### **Scheduling Beyond the Basics**



## Selling Multicultural Radio

For Scarborough and TAPSCAN customers only.

### Urban Radio

Urban 102 ●■

#### **Using Scarborough to Overcome Objections to the African-American Audience**

Learn how to quickly and easily find Scarborough stories to answer such questions as: What are Urban consumers buying? Where are they spending their money and how much money are they spending? What's the closing ratio of Urban consumers?

### Urban Radio—PPM

The following courses can help any Urban seller, but they focus on PPM markets because ratings compression has magnified the importance of using qualitative data. These courses don't cover how to pull the information, but rather how to use it in selling Urban Radio.

Urban 110 ●■◆

#### **When to Use Target %/Persons for Urban Radio**

This course reviews not only when and how to use Target %, but also when you should be wary of using it.

Urban 120 ●■◆

#### **Importance of Indexing in an Urban World**

Learn the purpose of using indexing and associated tips and pitfalls.

Urban 150 ●■◆

#### **Who is the Urban Audience? Storytelling Using Scarborough Data**

What do you want your station's audience to be known for in your market? This course reviews how to use Scarborough data to show who your audience is.



Urban 155 ●■◆

### **Strategic Tips for Using Scarborough Data**

A review of the key points and concepts taught in Urban 110-150 courses.

#### **For Scarborough Customers Only**

Urban 201 ●■

### **Using Scarborough to Show Myth vs. Reality to the African-American Audience**

How much do you know about the Urban consumer in your market? Learn to answer the Top 10 questions about the Urban consumer.



### **Spanish-Language Radio**

Spn 105 ●■

### **Scarb Power of Spanish Language Radio**

Gain a better understanding of Spanish-Language Radio formats, and learn about the power of Hispanic consumers and their receptiveness to advertising, and more.

**PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**

© 2010 Arbitron Inc. MaximiSer®, PD Advantage®, PPM™, PPM Analysis Tool<sup>SM</sup>, QUALITAP<sup>SM</sup> and RETAIL SPENDING POWER<sup>SM</sup> are marks of Arbitron Inc. REACHMASTER™ and TAPSCAN™ are marks used under license.



Headquarters  
(410) 312-8000

Atlanta  
(888) 880-7810

Chicago  
(312) 542-1900

Dallas  
(972) 385-5388

Los Angeles  
(310) 824-6600

New York  
(212) 887-1300